



Republic of the Philippines
DEPARTMENT OF SCIENCE AND TECHNOLOGY
SCIENCE AND TECHNOLOGY INFORMATION INSTITUTE



ISO 9001:2015
Certificate No. 53500772 QM15

TECHNICAL SPECIFICATIONS

Project Title: **Social Media Advertising and Online Marketing for DOSTv Online Platforms**
Duration: **12 months (January- December 2023)**
Project Cost: **P 2,000,000.00 (inclusive of tax)**
Fund Source: **GAA: DOSTv CY 2023**

The service provider shall:

- I. Conceptualize a **strategic promotional ads campaign** driving traffic to DOSTv PH's Social Media platforms and increase the number of followers from January 2023 to December 2023.
 - a. Target Followers – at least 100,000 increase (at least 8,333 per month)
 - b. Target Engagement – at least 600,000 increase (at least 50,000 per month)

- II. Run **two Facebook ads monthly (24 ads for the duration of 12 months)** throughout the project duration focusing on getting Page Follows, Website Visits, and mobile app downloads.
 - a. Increase Website visits to at least 30,000 (at least 2,500 per month)
 - b. Increase Mobile App downloads to at least 1,000 (at least 83 per month)

- III. Create and run **four Youtube Ads (one per quarter)** in DOSTv PH's YouTube Channel to **instigate online visibility** of DOSTv's content in Youtube.
 - a. Increase DOSTv PH's YouTube subscribers to at least 50,000 (at least 4,166 per month)
 - b. Increase DOSTv PH's unique viewers to at least 300,000 (at least 25,000 per month)

- IV. Make use of the following guideline for the target audience:

<p>Demographics</p> <ul style="list-style-type: none">• 16 to 45 yrs old• Male and Female• Entire PH <p>Interest and Behavioural Targeting</p> <ul style="list-style-type: none">• News• Technology• Entertainment	<ul style="list-style-type: none">• Lifestyle• Travel• Shopping• Science and Technology <p>Content Consumption</p> <ul style="list-style-type: none">• Educational Tips• Work Life Balance• Hottest Trends• Money and Lifestyle
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- V. Boost **all DOSTv online programs** per month driving traffic to DOSTv PH's Facebook from January 2023 to December 2023 with a total of at least 10 million *post reach* at the end of the project.
 - a. DOSTv online programs refer to Expertalk Online, DOST Report and other video materials produced by DOSTv for its segments.
- VI. Optimize visibility of DOSTv PH in search engines through Search Engine Optimization (SEO) and Search Engine Marketing (SEM)
 - a. Visible in the first page of Google search engine
 - b. Visible in top 10 search of Google search engine
 - c. The following keywords will be used for the SEO:
 - i. DOSTv
 - ii. DOST Science News
 - iii. Weather news Philippines
 - iv. Science and technology in the Philippines
- VII. All the approved final outputs/reports must be submitted to DOST-STII
- VIII. Submit monthly performance reports with data analytics of the campaign's status and/or increase with costing.
- IX. Submit concept proposals (to be included in the official bid submission) for the following deliverables:
 - a. Strategic online promotion plan with a content calendar
 - b. 12 Online contests with a prize of PhP 3,000.00 per contest

DOST-STII shall:

- I. Pay the service provider in tranches based on the agreed timeline and deliverables.

Other Requirements:

- Observe the use of non-sexist/gender-sensitive language in all official documents, scripts, and communications under this project.
- Use eco-friendly materials and must employ eco-friendly measures during production period.



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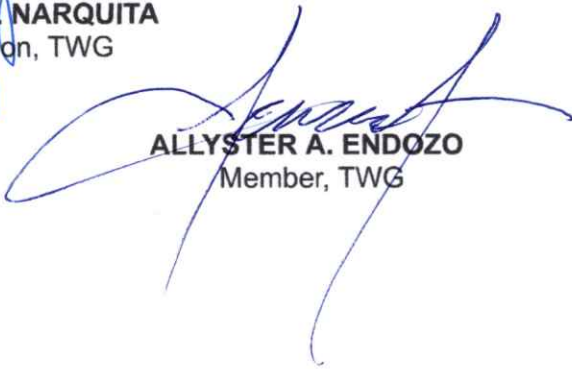





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Technical Working Group
(Scientific, Scholarly, or Artistic Work, Exclusive Tech and Media Services)


JEAN MARIE C. ERRASQUIN
Member, TWG


MARIEVIC V. NARQUITA
Chairperson, TWG


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Member, TWG

	Republic of the Philippines SCIENCE AND TECHNOLOGY INFORMATION INSTITUTE STII Building, DOST Complex, Bicutan, Taguig City		FR-FAD-PS No. 001 (rev.01 10/17/16)		
	PURCHASE REQUEST				
Entity Name: <u>DOST-STII</u>		Fund Cluster: <u>DOSTv-GAA</u>			
Office/Section: <u>CRPD-DOSTv</u>		PR No.: <u>2023-09-0872</u> Responsibility Center Code: _____		Date: <u>7-Sep-22</u>	
Stock/Property No.	Unit	Item Description	Quantity	Unit Cost	Total Cost
		Social Media Advertising and Online Marketing for DOSTv Online Platforms 12 Months (January to December 2023)			2,000,000
			TOTAL AMOUNT:		2,000,000.00
Purpose: <u>For Social Media Advertising and Online Marketing of DOSTv Online Platforms</u>					
Requested by: _____			Approved by: _____		
Signature:  Printed Name: <u>RODOLFO P. DE GUZMAN</u> Designation: <u>OIC, CRPD</u>			Signature:  Printed Name: <u>RICHARD P. BURGOS</u> Designation: <u>Director</u>		